



Dan Whitfield
Owner/Operator
CoachUp

As the owner-operator of CoachUp, Dan Whitfield offers you a "client-centric" coaching approach. He builds relationships with a "people-first" mindset designed to bring the best out of clients and companies. Dan's entrepreneurial experience and real-world sales leadership drive desired outcomes. He works collaboratively to identify solutions and create meaningful strategies with actionable insights for overcoming challenges. His consultative engagement style empowers clients to freely evolve and grow in the face of today's ever-shifting landscape.

Over the last 20 years, owners and leaders of companies such as InXpress, ReachLocal, DexMedia, ZipLocal, and New Horizons Computer Learning Centers have partnered with Dan to achieve accelerated results. When working with a coach, both individuals and organizations seek outcomes that move the needle. Dan's coaching partnerships ignite key performance in the areas of sales acceleration, revenue generation, as well as client acquisition and retention. Dan is a Forbes.com business contributor and author of "Planting Seeds of Possibility – 21 Ways to Bring the Best Out of Yourself and Others."

Dan has served in his church as a Sunday school teacher, youth worker, church planter, building janitor, and Bible study leader. For the past six years, he has been a volunteer advocate helping to raise funds for LifeBuilders Detroit, a non-profit Christian ministry that serves the underserved in Regent Park which historically has been Detroit's most dangerous zip code.